

TO: Field Sales Force
FROM: Trade Marketing/Chris Lennon
SUBJECT: Virginia Slims Fall Splash! / September 1995

DATE: July 17, 1995

- Addendum to
Stop payment
on check 319A
- why not take
impact?
Dudley?

Recall has come and gone! Summer Sales Spectacular is happening now. And Virginia Slims Summer Splash just got better - It is now the Virginia Slims Fall Splash.

Smaller competitive brands look bigger so we are creating "A Big Look" for Virginia Slims this summer and fall. The strategy is to make Virginia Slims "stand out" in the store with better visibility.

The Summer/Fall Lineup

- May/June - The new OPB Display
 - July - Summer Sales Spectacular
 - August - V-Wear /B2G1F 1/2 Carton
 - September - Virginia Slims Splash! *
 - October - Virginia Slims Book of Days
- * Note that all *PMExpress* Orders for August Splash have been cancelled. All previously ordered Splash materials must be re-ordered from *PMExpress*.

In September, the objective is to "Look Big" in at least 70% of the Retail Masters accounts and 40% of the Non Retail Masters accounts with Fall Splash.

Two Improvements:

1. More Stores: All Retail Masters and Non-Retail Masters Accounts in key Virginia Slims markets are eligible in September. The Fact Sheet (Attachment A) contains the markets and *PMExpress* ordering details.
2. No payment Grids - Pay for performance (scanning data, PLU coded data, or count/recount)

What's the Offer:

Participating retailers who chose to reduce the price of Virginia Slims by at least 20¢ per pack/\$2.00 per carton for all Virginia Slims sold and who agree to place a temporary display and 2 pieces of POS (poster, dangler and talker) during the month of September will receive an allowance of 20¢ per pack/\$2.00 per carton.

- Retail Masters Pack Accounts should have Virginia Slims in the center position on the new OPB display in the appropriate accounts.

Co-funding:

Where the account can co-fund without violating minimum price laws, you should encourage the account to do so, thereby increasing value to consumers.

\$\$-Paying Accounts

- Remember, pay for performance and only after the promotional month ends.
- Independent Accounts: In SFA on the Promotions Placement screen. The payment code is 319A. Payment Instructions (Attachment B)
- Chain Accounts: In FSI on the placement screen. The payment code is also 319A. Payment Instructions (Attachment C)

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The Retailer Understanding Form: "Put it in writing"

This form (Attachment D) should be signed by participating retailers. Retailer Understanding Forms are not being shipped to Field personnel. You will need to make copies for the retailer, your manager, and your Section Office.

The Example: "Show me what you mean"

If you need a better understanding of the program please read The Example (Attachment E). To better explain the benefits to your accounts you can use The Big Sell (Attachment F).

Think increased IC payout and sell incremental cartons of Virginia Slims. If you have any questions, please contact your Region Trade Marketing Staff.

SFA Survey Questions: "So we can know how we are doing"

Respond to each question **only once** during the promotional month for all workload accounts.

Profile Survey Question # 2

Question: Is account participating in Virginia Slims Splash!?

Answer: Enter "Yes" if the account is participating in the Virginia Slims Fall Splash promotion.
Enter "No" if the account is not participating in the Virginia Slims Fall Splash promotion.

Profile Survey Question # 3

Question: Did the account elect to co-fund?

Answer: Enter "Yes" if the account is co-funding. Enter "No" if the account is not co-funding.

The questions are in the Profile Survey Section only of the SFA application. The following table highlights the steps for reaching the Profile Survey Section. You may reach this screen through two routes: Directed Call and Profile Only.

<u>Directed Call</u>	<u>Profile Only</u>
Go through the following Directed Call screens: Profile Brand Distribution Price Merchandising POS/Fixture Promotions Once this information is completed, you will then be able to answer the survey questions by following these steps: Click and hold "Account" on top menu bar Survey Question Select Profile The Profile Screen will then appear	When you are in the account just to update profile information: Click and hold "Account" on top menu bar Survey Question Select Profile

VS Fall Splash Tracking

VS Fall Splash Survey Question results will be available down to the territory level on **September 8, 22, and October 6, 1995**. Results will be distributed on the S/I Support File Server in the "VS Splash! Information Folder". As a reminder, TSMs and UMs cannot access the S/I Support File Server at this time.

cc: F. Alfieri
W. Iler

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